

1998 PPAC TRANSMISSION	Actuals	Actuals	Actuals	Actuals	Actuals																			1997	%Chg
Monthly Sales - 1998	Jan	Feb	Mar	Apr	5/1/98	5/8/98	5/15/98	5/22/98	5/29/98	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	total	Qtr 1	Qtr 2	Qtr 3	Qtr 4	total	1997	%Chg
Marlboro	9,842	13,142	16,029	11,140	618	3,010	3,158	3,552	3,066	13,405	14,691	15,869	14,263	16,736	9,985	11,202	12,282	158,377	38,813	39,225	46,870	33,468	164,925		-3.97%
B&H	626	833	782	803	40	175	207	175	147	745	750	844	831	831	845	824	721	9,034	2,240	2,297	2,507	1,990	10,638		-15.07%
Merit	677	747	750	799	40	182	205	175	146	743	794	908	868	868	869	845	747	9,203	2,174	2,342	2,637	2,060	10,749		-14.38%
Virginia Slims	752	867	887	938	54	200	233	197	165	848	890	1,016	987	968	732	724	834	10,441	2,506	2,676	2,970	2,280	11,522		-9.38%
Parliament	245	279	293	412	13	79	79	68	58	298	365	399	392	375	301	286	324	3,968	817	1,074	1,166	911	3,886		2.11%
Other OPB	49	53	54	55	2	13	15	14	11	56	59	70	62	65	52	49	51	676	158	170	158	152	784		-13.86%
Other Premium Brands	2,349	2,778	2,786	3,006	149	650	740	629	527	2,694	2,658	3,237	3,140	3,100	2,388	2,328	2,677	33,322	7,893	8,559	9,478	7,393	37,578		-11.33%
Premium	11,990	15,920	18,795	14,146	768	3,860	3,898	4,181	3,593	16,089	17,539	19,107	17,403	19,838	12,373	13,530	14,599	191,889	46,705	47,784	58,346	40,862	202,502		-5.33%
Basic	2,172	1,525	2,307	1,440	71	428	533	448	381	1,860	2,223	2,213	2,189	1,976	1,509	1,480	1,708	22,603	5,005	5,523	6,378	4,687	24,215		-8.68%
Cambridge	272	477	293	280	16	88	110	94	77	384	572	445	489	402	284	338	368	4,633	1,041	1,246	1,336	1,010	5,642		-17.89%
Alpine	55	60	61	62	3	14	17	15	12	81	84	87	60	61	48	45	50	694	175	187	188	144	917		-24.33%
Bristol	19	19	20	20	1	5	5	5	4	20	17	18	18	18	16	15	14	213	58	56	55	45	331		-35.58%
Bucks	3	3	3	3	0	1	1	1	0	3	2	3	3	3	2	2	2	31	8	8	8	7	45		-31.82%
Other Branded Discounts	11	15	17	13	1	3	4	4	3	15	15	20	17	18	14	14	15	183	43	43	55	43	213		-13.89%
Branded Discounts	359	575	384	387	21	110	137	118	98	483	670	554	566	502	384	414	470	5,757	1,328	1,539	1,841	1,248	7,148		-19.45%
FVB	137	157	187	180	7	43	50	45	37	181	206	234	196	200	187	187	158	2,210	480	567	630	532	3,284		-32.71%
Discount	2,668	2,255	2,888	2,006	99	581	720	611	514	2,524	3,089	3,000	2,972	2,677	2,080	2,082	2,335	30,567	7,810	7,630	8,860	6,477	34		

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